

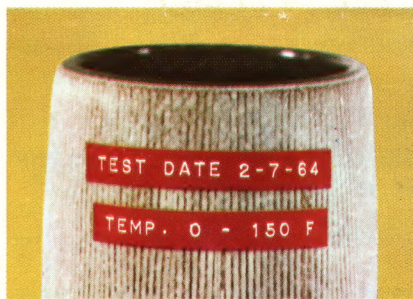
EMBOSSING TAPES FROM ROTEX®

SUPERFLEX label tape

Here is the **first** label tape that **really** sticks where others fail. This giant breakthrough in self-adhesive embossing tapes results from Rotex Research and Development leadership.

Super flexibility multiplies the adhesive "grip" as much as **four times** over ordinary label tapes. Espe-

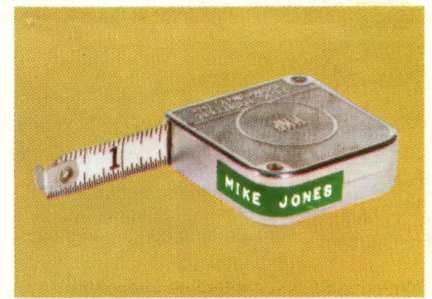
cially effective where extra large letters have been embossed reducing adhesive contact area. Ends annoying and wasteful "label lift-off" even on those hard to label surfaces. Easily applied to any clean, dry surface, even in temperatures ranging from 0° to 150°F—indoors or out. Moisture will not affect labels once affixed. Superflex label tape is unsurpassed for versatility, economy and "stickability".



ROUGH SURFACES—Unfinished wood, concrete, brick, crackle finishes, pebbled grain, rubber, etc.



CURVED SURFACES—Around corners, 90° angles, rods or wire as small as 3/8" dia., etc.



PROBLEM SURFACES—Teflon, nylon, plexiglass, polystyrene, marble, smooth aluminum, etc.

NEW TAPE COLORS

Superflex label tape is available in 11 colors as distinctive as the tape itself. Each color combines the most positive embossing properties with highest color

contrast for unexcelled legibility. Available in widths of 1/4", and 3/8" (in "Universal" cartridges) and 1/2" (in rolls) by 144". Superflex tape can be used in all standard label makers.

1/2" 2603-01	3/8" 1602-01	1/4" 1601-01	BLACK
1/2" 2603-02	3/8" 1602-02	1/4" 1601-02	RED
1/2" 2603-03	3/8" 1602-03	1/4" 1601-03	Metallic BLUE
1/2" 2603-04	3/8" 1602-04	1/4" 1601-04	Metallic GREEN
1/2" 2603-05	3/8" 1602-05	1/4" 1601-05	BROWN
1/2" 2603-06	3/8" 1602-06	1/4" 1601-06	Metallic GOLD

1/2" 2603-07	3/8" 1602-07	1/4" 1601-07	Metallic SILVER
1/2" 2603-10	3/8" 1602-10	1/4" 1601-10	Metallic COPPER
1/2" 2603-09	3/8" 1602-09	1/4" 1601-09	GUNMETAL
1/2" 2603-08	3/8" 1602-08	1/4" 1601-08	Metallic BRONZE
1/2" 2603-11	3/8" 1602-11	1/4" 1601-11	CLEAR

Tape colors are as accurate as high speed printing will permit.

ALWAYS SPECIFY ROTEX SUPERFLEX TAPE.
IT COSTS NO MORE TO HAVE THE FINEST.

VIBRA-COLOUR *label tape*

The 14 colors of Vibra-Colour label tape have become the recognized standard for legibility, brilliance and color. Specially selected colors provide the utmost in brilliance, embossing clarity and gloss. Vibra-Colour label tape makes color coding, contrasting and matching faster and easier than ever.

BRILLIANT COLORS

The sheer color brilliance commands attention and spotlights important identification. Complete color range permits color coding.

EXTRA SHARP CLARITY

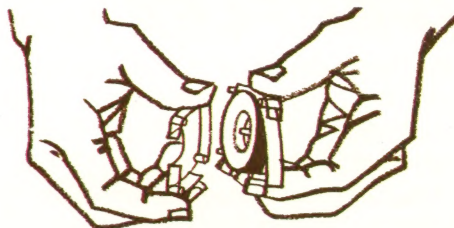
Produces super-white embossed characters that stand out clearly for highest legibility and permanency. Makes identification easier and reduces mistakes.

HIGH GLOSS SURFACE

Extra high gloss finish gives vibrancy and vitality to all colors. Makes the perfect background without sacrificing readability.

"UNIVERSAL" TAPE CARTRIDGES

Drop-in cartridges in 1/4" and 3/8" widths to make tape changing and loading quick and easy. Clear plastic cartridges make color identification easy. "Universal" design makes Vibra-Colour and Superflex tape interchangeable with other label makers. Cartridges snap open to free tape for use in label makers using rolls only.



WOODGRAIN LABEL TAPE

Ask your Rotex representative for additional information.

SPECIAL TAPE ORDERS

Contact Rotex directly for information on special tape sizes, colors, finishes, etc.

1/2" 2303-01	3/8" 1302-01	1/4" 1301-01	BLACK
1/2" 2303-02	3/8" 1302-02	1/4" 1301-02	RED
1/2" 2303-03	3/8" 1302-03	1/4" 1301-03	BLUE
1/2" 2303-04	3/8" 1302-04	1/4" 1301-04	GREEN
1/2" 2303-05	3/8" 1302-05	1/4" 1301-05	ORANGE
1/2" 2303-06	3/8" 1302-06	1/4" 1301-06	BROWN
1/2" 2303-07	3/8" 1302-07	1/4" 1301-07	GOLD

1/2" 2303-08	3/8" 1302-08	1/4" 1301-08	SILVER
1/2" 2303-09	3/8" 1302-09	1/4" 1301-09	FL. RED
1/2" 2303-10	3/8" 1302-10	1/4" 1301-10	FL. GREEN
1/2" 2303-11	3/8" 1302-11	1/4" 1301-11	YELLOW
1/2" 2303-12	3/8" 1302-12	1/4" 1301-12	GRAY
1/2" 2303-13	3/8" 1302-13	1/4" 1301-13	PURPLE
1/2" 2303-14	3/8" 1302-14	1/4" 1301-14	CLEAR

ROTEX DIVISION,
AVERY PRODUCTS CORPORATION



215 West 131st Street, Los Angeles, California, U.S.A.

THE COMPACT LABELER BY ROTEX



ROTEX® LABEL MAKING SYSTEM



FUNCTIONAL DESIGN—Embossing, spacing and label cutting are performed with a single lever. Rotex design eliminates the tape positioning "knob"—a major cause of tape waste and lost motion. Patented* center tape feed lets every character appear instantly and stay visible to keep mistakes at a minimum. The entire dial can be gripped for faster, less fatiguing label making with either hand. Labels are cut off with the embossing lever eliminating the usual extra trigger that slows down label making. A tab for removing label backing is automatically cut with each label.

ECONOMY—Aside from faster, easier operation and tape savings, the Compact Labeler is the most economical way to begin and expand a label making system. Advanced engineering concepts have reduced the number of complicated and costly parts that contribute to tool breakdown. A heavy metal frame provides vital support at the embossing station. This insures uniform characters regardless of embossing pressures. Every label is "letter perfect". Also, components of the system are reasonably priced, making it practical to add units as needed.

INTERCHANGEABLE "SNAP-IN" DIAL PACKS convert all Compact Labelers to different tape widths and character sizes. Each unit is designed specifically for a particular character size, spacing and tape width. Tape is positively controlled to prevent mis-spacing, channel jumping or any other variable that might waste tape and make unprofessional looking labels. Dial packs "snap-in" without tools in seconds.



123

1/4" "Snap-In" Dial Pack Contains 49 characters including special symbols and all numerals for the widest possible use. Individually packed in a re-usable plastic box. Characters: A to Z \$ % & £ () — + / ' , . 1 2 3 4 5 6 7 8 9 0. Catalog No. 0101-01 (pack 6, weight 1 lb., 12 oz.)



123

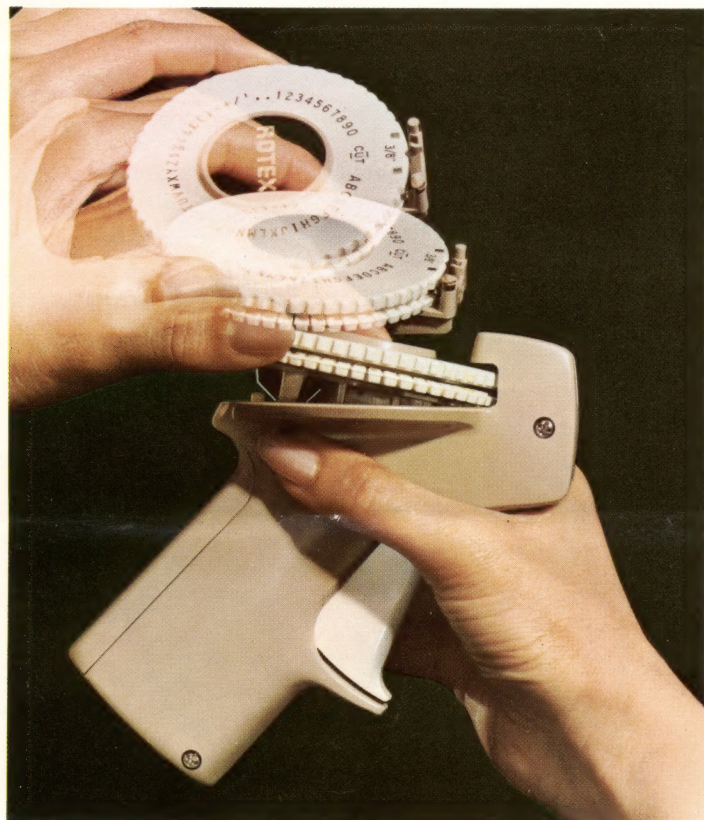
3/8" "Snap-In" Dial Pack 49 useful characters on a single dial. Includes all numerals to eliminate dialing back into the alphabet. Individually packed in a re-usable plastic box. Characters: A to Z \$ % & £ () — + / ' , . 1 2 3 4 5 6 7 8 9 0. Catalog No. 0101-21 (pack 6, weight 1 lb., 12 oz.)



123

1/2" "Snap-In" Dial Pack Makes EXTRA LARGE letters where legibility is mandatory. Individually packed in a re-usable plastic box. Characters: A to Z — / ' , . \$ 2 3 4 5 6 7 8 9. Catalog No. 0101-31 (pack 6, weight 1 lb., 12 oz.)

Rotex Research and Development leadership has created an advanced system for on-the-spot label making that has no equal. Designed around the Compact Labeler just 5½" high, the Rotex system of making self-adhesive raised letter labels offers exclusive features and true value.



VERSATILITY—Home, business and industry each have unique label making requirements. Rotex has satisfied these needs completely with interchangeable "snap-in" dial packs that can be changed in seconds without tools. Each dial pack is a self-contained unit designed to accept different character sizes and tape widths from ¼" to ½". This versatility multiplies the usefulness of the Compact Labeler and creates a system unmatched for speed, accuracy and efficiency.

THREE COMPACT MODELS—The Compact Labeler is available in three models. Each one produces labels of a specific tape and character size to meet a specific use—economical ¼" wide labels, general purpose ⅜" labels and large letter ½" labels for superior legibility.

Cat. No. 4007-00. Beige, ¼" dial. Packed in full color display box (pk. 6, wt. 6 lbs., 6 oz.)

Cat. No. 4017-00. Beige, ⅜" dial. Packed in full color display box (pk. 6, wt. 6 lbs., 6 oz.)

Cat. No. 4025-00. Gray, ½" dial. Packed in a self-shipping carton (pk. 6, wt. 6 lbs., 8 oz.)



PROFESSIONAL LABELING KIT

Alternate dial packs to make ½" and ⅜" professional labels. Kit represents a savings on items if bought separately. Packaged in a fitted carrying case containing:

½" Compact Labeler (**Cat. No. 4025-00**), ⅜" "Snap-In" Dial Pack (**Cat. No. 0101-21**), 6 cartridges ½" Rotex tape (assorted colors), 2 cartridges ⅜" Rotex tape and carrying case.

Catalog No. 4025-09 (pack 6, weight 13 lbs., 6 oz.)

*U.S. Pat. No. 3,155,215



EXECUTIVE LABELING KIT

Convert dial packs to make both ⅜" and ¼" labels. Kit represents a savings on items if bought separately. Packaged in a fitted carrying case containing:

⅜" Compact Labeler (**Cat. No. 4017-00**), ¼" "Snap-In" Dial Pack (**Cat. No. 0101-01**), 4 cartridges ⅜" Rotex tape (assorted colors), 4 cartridges ¼" Rotex tape (assorted colors) and carrying case.

Catalog No. 4017-09 (pack 6, weight 13 lbs., 6 oz.)

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COMPACT LABELER THRIFT PACK

A money saving way to begin making professional labels. Thrift Pack represents a savings on individual products if bought separately. Included are the $\frac{3}{8}$ " Compact Labeler and four extra cartridges of $\frac{3}{8}$ " wide tape in red, black, blue and green. Packaged in a handsome, full color display box ideal for gift giving.

Catalog No. 4017-04 (Pack 6, weight 7 lbs., 8 oz.)

EMBOSSING TAPES—Rotex now makes available two different and distinct embossing tapes—Vibra-

SUPERFLEX—Superflex embossing tape in eleven colors has extended the usefulness of self-adhesive labels

Colour and Superflex. See Rotex catalog CP5-3 for complete embossing tape information.

to many surfaces that have previously resisted label application. Available in $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " widths by 144" long.



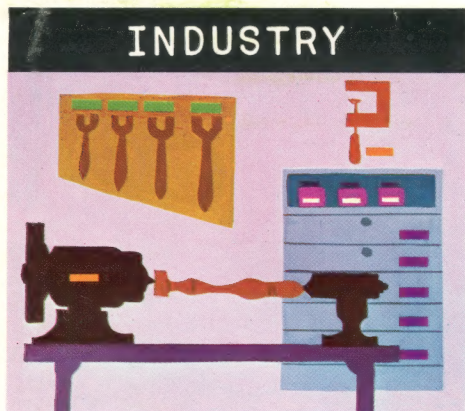
1/4"	1601-01	1601-02	1601-03	1601-04	1601-05	1601-06	1601-07	1601-08	1601-09	1601-10	1601-11
3/8"	1602-01	1602-02	1602-03	1602-04	1602-05	1602-06	1602-07	1602-08	1602-09	1602-10	1602-11
1/2"	2603-01	2603-02	2603-03	2603-04	2603-05	2603-06	2603-07	2603-08	2603-09	2603-10	2603-11

VIBRA-COLOUR—Vibra-Colour embossing tape in fourteen brilliant colors has become the standard of ex-

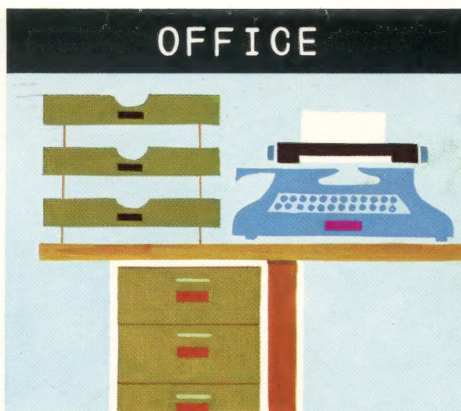
cellence for legibility and color. Available in $\frac{1}{4}$ ", $\frac{3}{8}$ " and $\frac{1}{2}$ " widths by 144" long.



1/4"	1301-01	1301-02	1301-03	1301-04	1301-05	1301-06	1301-07	1301-08	1301-09	1301-10	1301-11	1301-12	1301-13	1301-14
3/8"	1302-01	1302-02	1302-03	1302-04	1302-05	1302-06	1302-07	1302-08	1302-09	1302-10	1302-11	1302-12	1302-13	1302-14
1/2"	2303-01	2303-02	2303-03	2303-04	2303-05	2303-06	2303-07	2303-08	2303-09	2303-10	2303-11	2303-12	2303-13	2303-14



INDUSTRY



OFFICE



HOME

ROTEX® DIVISION
AVERY PRODUCTS CORPORATION
215 West 131st Street, Los Angeles, California, U.S.A.

Avery Adhesive Products Ltd., Lord Alexander House Waterhouse St. Hemel Hempstead Herts, Eng.

CUSTOM LABEL MAKER BY ROTEX®

CUSTOM LABEL MAKER

Now, the new Custom Label Maker combines economical cost with trouble-free performance. Precision engineering and functional design make this the easiest operating tool for making self-adhesive labels.

A single lever prints, spaces *and* cuts off self-adhesive labels. Rotex design eliminates the troublesome and wasteful tape positioning knob. A patented* center tape feed shows each printed character instantly and keeps the entire label visible to reduce errors. The dial can be gripped from both sides for faster, more accurate label making. A tab is automatically cut with each label to remove tape backing easily. A conversion unit to accept $\frac{1}{4}$ " wide tape is included with each tool. The Custom Label Maker is available in sage green with a silver enamel finish over the metal frame. Handsomely packaged in a full color display box.

Catalog No. 6000-70 Custom Label Maker (Pack 6, Wt. 8 lbs. 10 oz.)

*U.S. Pat. No. 3,155,215



CUSTOM LABELING KIT

Handy all-in-one kit has all the necessary label making components. Represents a real value to users in both business and industry. Contains: Custom Label Maker, 10 cartridges $\frac{3}{8}$ " label tape, (assorted colors), nylon lanyard, chrome "D" ring (attached), belt clip, $\frac{1}{4}$ " tape conversion unit and fitted black carrying case.

Catalog No. 6000-73 Custom Labeling Kit (packed 6, Wt. 16 lbs. 6 oz.)

Disappearing
Carrying
Strap



Convenient Belt Clip



Lanyard Attaches
to Wrist



DELUXE LABEL MAKER BY ROTEX®

DELUXE LABEL MAKER

Deluxe Label Maker is the fastest, most trouble-free tool for making self-adhesive labels. The award-winning design fits either hand perfectly for hours of fatigue-free label making.

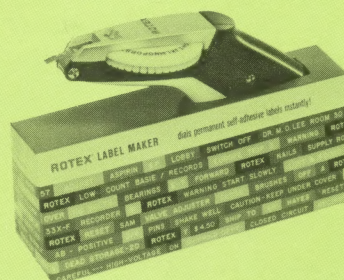
A single lever prints, spaces *and* cuts off label tape. Rotex design eliminates the troublesome and wasteful tape positioning knob. Patented* center tape feed shows each printed character instantly keeping the entire label visible to reduce mistakes. The dial can be gripped from both sides for faster, more accurate label making. A tab is automatically cut with each label to remove tape backing easily. The Deluxe Label Maker is finished in charcoal gray with brushed chrome metal frame.

A conversion unit to accept $\frac{1}{4}$ " wide tape is included with each tool.

Packaged in a full color self-display box.

Catalog No. 6000-50
Deluxe Label Maker
(Pack 6, Wt. 8 lbs. 10 oz.)

*U.S. Pat. No. 3,155,215



DELUXE LABELING KIT

Deluxe Labeling Kit includes everything needed to make labels on-the-spot. Ideal for business, industry, institutional and executive use. Kit contains:

Deluxe Label Maker, 10 cartridges $\frac{3}{8}$ " label tape (assorted colors), nylon lanyard, chrome "D" ring (attached), belt clip, $\frac{1}{4}$ " tape conversion unit and fitted black carrying case.

Catalog No. 6000-53 Deluxe Labeling Kit
(Pack 6, Wt. 16 lbs. 6 oz.)

Custom and Deluxe
Big Letter Label

ROTEX

(ACTUAL SIZE)

ROTEX® DIVISION
AVERY PRODUCTS CORPORATION
215 West 131st Street, Los Angeles, California, U.S.A.

Avery Adhesive Products Ltd.,
35 McLachlan Dr.
Rexdale, Ontario, Canada

Avery Adhesive Products Ltd.,
Lord Alexander House Waterhouse St.,
Hemel Hempstead Herts, England